

European Business and Economics

Locations:	LUISS Business School, Rome, Italy Utrecht University, the Netherlands Freie Universitat Berlin, Berlin, Germany
Credits:	12 ECTS
Period:	6 July – 15 August 2015 (6 weeks)
Course fee:	3.995 € (course fees + course materials + housing + travel within Europe)
Level:	Advanced Bachelor

Course description:

European Business and Economics is a intensive and rigorous 6-weeks academic summer programme that provides international students with a thorough introduction and state-of-the-art to developments in managerial practices, corporate governance and economic policy making within the European Union, taught at three of Europe's most prominent universities by leading experts in their respective fields.

European Business and Economics is a special track, that consists of three distinct stages:

- Management "Made in Italy"-Understanding the Italian Way (LUISS Business School, Rome)
- Key Issues of Corporate Governance and Mergers & Acquisitions (Utrecht University, Utrecht)
- Economic Development of EU Member States (Freie Universitat Berlin, Berlin)

Management "Made in Italy"-Understanding the Italian Way

The programme starts at the prestigious LUISS Business School in Rome with a close look at trends and developments in managerial practices and entrepreneurship in Europe, with a special focus on industries in which Italy has developed and maintained a competitive lead worldwide: agri-food, fashion, luxury goods, design and car industries.

Conventional wisdom holds that management models, techniques, and tools are universal. Nevertheless, cultural, geographical, historical and industrial specificities that embed organizations and professionals are tremendous sources of "bias" on the otherwise universal managerial models. Indeed, specific management practices can be used to explain why and how some industries and organizations are more successful than others.

"Made in Italy" is a label that includes the agri-food, fashion, design and mechanical industries wherein Italian organizations have managed to develop and maintain a competitive lead worldwide. The course exposes students to theories as well as practices and experiences of Made in Italy through interactive lectures, case discussion sessions, guest speakers, and company's visits to better understand innovation and marketing practices developed and deployed by "Made in

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Italy” organizations. The course focuses on four major topics: Cultural Dimensions of Doing Business in Italy and in the EU; Marketing of Made In Italy; Business models innovations in Italian apparel industry; Made in Italy and the Chinese market: protection of Intellectual Property.

Key Issues of Corporate Governance and Mergers & Acquisitions

The programme then moves on to the idyllic, medieval city of Utrecht in the Netherlands, where students will be provided with modern insights into key issues of corporate governance, with a specific focus on the economic causes and effects of mergers and acquisitions (M&A).

In February 2009, the OECD steering group on Corporate Governance concluded that the financial crisis could in part be attributed to failures and weaknesses in corporate governance arrangements. This inspired (semi-) self regulating bodies, governments, the EU and organisations like the OECD to take initiatives to stimulate boards and shareholders to pursue a long term strategy. The question remains, however, whether this will work out and prevent short-termism and excessive risk taking and, if not, what else can be done? This central question will be dealt with during the first part of the course, from both an economic and legal perspective.

The second half of the course deals with the economic, legal and financial aspects of Mergers & Acquisitions (M&A). Many executives say they use M&A as a means to consolidate or expand the market position of their firm or increase its productive efficiency. Most mergers and acquisitions, however, fail to create value, leading to the so-called ‘merger paradox’. By adopting a multidisciplinary and institutional perspective, the course aims to increase the understanding of merger determinants and effects, discusses key topics for value creation, and concludes with policy assessments. On the last day the students will participate in a negotiations training workshop and will present their papers on a major M&A transaction in their home country.

The course will be delivered by leading academics in the field, as well as several corporate and employment lawyers of reputable law firms and managers of (multi)national companies, a private equity fund and a stock exchange.

Economic Development of EU Member States

For the final leg of the course, students move to Berlin, seat of the German government and the heart of economic policy making in the European Union. This last part of the course presents the impact of the European integration on the economic development of the EU member countries. The creation of the common market was the main goal of the European integration. The founders of the European Communities were convinced that a closer economic cooperation would not only create welfare for the European citizens but would also stop member countries from entering into a military conflict between each other. On the whole these goals were achieved, and joining the EU has become the major goal of the majority of the countries on the continent. The transfer of the European funds and increased investment in the new member states led in most cases to their rapid economic development.

But economic integration, which led to the creation of the European Monetary Union in the 1990s, also turned out to have some negative consequences. Single monetary policy in the absence of a common fiscal policy deprived some member countries of some important tools that would allow them to get out of economic crisis by i.e. devaluing their currency. The current economic crisis in the EU Southern countries is the biggest threat to the future of the European integration since the creation of the European Communities in the 1950s. Explaining the processes that led to the

current economic crisis in the EU is the main goal of the course. By its end students should be able to understand the relationships between economic development in different EU member countries and be capable of explaining the consequences of the major policy choices at the European level on the situation in the member countries affected.

Student profile/target group:

Students from different academic levels and backgrounds who are generally interested in the economic aspects of the Europe Union and the European integration will benefit from each other in an intercultural and interdisciplinary learning process. The course does not require special knowledge about European politics, law, economics, history or culture, but participants should be interested in more than just their field of specialization. In-class participation, especially in the discussions with experts, is essential for the course success and plays an important role in grading.

Prerequisites

1 year of study at Bachelor level, English at B2 Level

Reading

A reader with study materials will be provided during the course

Course structure

See schedule below

For more information

info@chinaeuropesummerschool.eu

Required application documents

→ Proof of English language proficiency

Application deadline

1 June 2015

Course code

S19

Course schedule

Rome

Date	Program
Monday, July 6, 2015	Module 1: Methodological tools of cultural anthropology
Tuesday, July 7, 2015	Module 1: Methodology: Pursue local knowledge vs Methodological Nationalism and Globalization, localization and culture
Wednesday, July 8, 2015	Module 1: Rome – case study
Thursday, July 9, 2015	Module 2: Made in Italy: sectors
Friday, July 10, 2015	Module 2: case study- Fashion
Monday, July 13, 2015	Module 2: case study- Food and Beverage
Tuesday, July 14, 2015	Module 3: new “business models” in the apparel sector
Wednesday, July 15, 2015	Module 3: Fashion Retailing-Distribution and Sourcing Strategy
Thursday, July 16, 2015	Module 4: Made in Italy from the standpoint of intellectual property protection
Friday, July 17, 2015	Module 4: Chinese market for Made in Italy. in a legal and managerial perspective

Utrecht

Date	Program
Monday, July 20, 2015	Lecture: Agency Theory/Stewardship Theory Lecture: Mechanisms of Corporate Governance Instructions for paper “Failures in the corporate governance of companies” Afternoon: prepare for paper/presentation
Tuesday, July 21, 2015	Lecture: Reporting and Risk Management Lecture: Sustainability and integrated reporting Afternoon: prepare for paper/presentation
Wednesday, July 22, 2015	Workshop: Euronext Experience Lecture: Shareholder value Lecture: Shareholder litigation Afternoon: prepare for paper/presentation
Thursday, July 23, 2015	Lecture: Board structure and processes Lecture: executive pay Afternoon: prepare for paper/presentation
Friday, July 24, 2015	Lecture: Liability of board members and shareholders Lecture: Boardroom dynamics Afternoon: presentation of papers Drinks
Monday, July 27, 2015	Lecture: Introduction to M&A Afternoon: prepare for paper/presentation
Tuesday, July 28, 2015	Lecture: the Merger Paradox Lecture: Competition Law and M&A

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	Afternoon: prepare for paper/presentation
Wednesday, July 29, 2015	Lecture: Shareholders Agreement and Governance of M&A Lecture: Valuation Lecture: Private Equity Afternoon: prepare for paper/presentation
Thursday, July 30, 2015	Lecture: Public bids, regulation EU and GB Lecture: Public bids, the process Lecture: Protection devices: the KPN case Lecture: The 'governance of a public bid' Afternoon: prepare for paper/presentation
Friday, July 31, 2015	Workshop: Harvard Negotiation Training Lecture: Due diligence from a financial perspective Afternoon: presentation of papers Drinks

Berlin

Date	Program
Monday, August 3, 2015	Course introduction <ul style="list-style-type: none"> What are the main European economic institutions? How is the EU influencing economic development in its member states?
Tuesday, August 4, 2015	The impact of the European Union on the economic development of its member countries <ul style="list-style-type: none"> From EEC to EU: analysis of the impact of the common market on the economic development of the EU member countries German "economic miracle" – the 1950s-1960s Between inflation and economic crisis – the 1970s-1980s New challenges, new chances – the 1990s
Thursday, August 6, 2015	The impact of the European Union on the economic development of the new member countries. Part 1 <ul style="list-style-type: none"> From country of emigrants to the "promised land" of immigrants - Ireland (1973) From dictatorship to welfare state - Greece (1981) The new "European Tigers" - Spain and Portugal (1986)
Friday, August 7, 2015	The impact of the European Union on the economic development of the new member countries. Part 2 <ul style="list-style-type: none"> The big enlargement – 2004 Too early, too fast? – Bulgaria and Romania (2007) The newcomer – Croatia (2013)
Monday, August 10, 2015	European Monetary Union <ul style="list-style-type: none"> The genesis and preparations The introduction of Euro – consequences for the EU member states
Tuesday, August 11, 2015	Financial and economic crisis 2008/2009

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	<ul style="list-style-type: none"> • From “Lehman Brothers” to “Greek tragedy” • Situation in Ireland, Portugal, Spain and Italy • Situation in “non-Euro” countries: Romania, Lithuania, Poland • The way out and the role of Germany <p>Students’ presentations</p>
Thursday, August 13, 2015	<p>The way forward</p> <ul style="list-style-type: none"> • An “ever closer Union” or disintegration? • Austerity or a new “Marshall Plan”? • The “North-South” division to replace the “East-West” split? <p>Students’ presentations</p>
Friday, August 14, 2015	<p>Final test</p> <p>Remaining students’ presentations</p>

Course Directors & Lecturers



Professor Andrea Prencipe – PhD, SPRU, University of Sussex – is a Full Professor of Organization and Innovation at LUISS University (I) and a Visiting Professor at Rotterdam School of Management. Andrea has held academic positions at SPRU, INSEAD, and University G. d’Annunzio. He has been a Visiting Professor (2010-2013) at Imperial College Business School (UK) and an Honorary Professor (2006-2012) at SPRU (University of Sussex, UK).

Andrea has been a Visiting Scholar at Harvard Business School, London Business School, and Ross Business School at the University of Michigan. He is an associate editor of *Industrial and Corporate Change* and sits on the editorial board of *Organization Science*, *Long Range Planning*, and *IEEE Transactions on Technology and Engineering Management*.

Professor Prencipe is an expert on innovation issues in firms, including strategic management of technological and organizational innovation; organizational learning in project-based organizations; implications of modularity on the division and coordination of labor; social capital and innovation processes. He has published articles on this subject in management journals – e.g. *Administrative Science Quarterly* and *Organization Science* – as well as in major innovation journals – e.g. *Research Policy*, *Industrial and Corporate Change*, and *Journal of Product Innovation Management*. He has also edited books for *Edward Elgar* and *Oxford University Press*.

Professor Simone Guercini is a Professor of Marketing and Management at the University of Florence and visiting professor at the Grenoble Graduate School of Business. His research interests include business networks, interaction, heuristics in business, and internationalization, with a special focus on the Italian fashion industry. Simone received his PhD in economics from Sant’Anna School of Advanced Studies. He was visiting student at the Sussex University (in 1996) and visiting researcher at the Max Planck Institute for human development (in 2011 and 2013). His research was published on international journal including *Industrial Marketing Management*, *Management Decision*, *European Journal of Marketing*, *Marketing Intelligent Planning*, *Journal of Fashion Marketing and Management*, *International Studies on Management and Organization*. Simone was born in Italy and is an Italian citizen.

Massimiliano Granieri earned a J.D. (summa cum laude and distinctions) in Comparative Law from the LUISS Guido Carli Law School. He received a Master of Laws (LL.M.) from the University of California at Berkeley, Boalt Hall School of Law; a Ph.D. in Comparative law from the University of Florence and was the Jemolo Fellow at the Nuffield College, Oxford. He is currently associate professor of Comparative Legal Systems at the University of Foggia, Department of Law, and adjunct faculty at LUISS Guido Carli, Department of Management, and at Widener Law School. He was visiting scholar at the George Washington University National Law Center (Washington, D.C.) and at the Jamail Center for Legal Studies of the University of Texas at Austin, School of Law.

Massimiliano has been admitted to practice in Italy as an attorney-at-law (Rome bar). Former Head of the Intellectual Property and Technology Transfer group at the Fondazione Torino Wireless, he has practiced law in Italy and was legal counsel with the Office of Technology Transfer of University of California (Oakland), working in the field of university/industry relations and international technology transfer deals. He is member of the Italian Association of Comparative Law, the Italian

Society of Law and Economics, and AIPPI. Massimiliano is currently vice president of MITO Technology, the largest Italian intellectual property licensing company, and sits in the board of directors of ARTI Puglia (the regional agency for technology and innovation), Fondazione Felice Chirò (the foundation created by heirs of the late Felice Chirò and BancApulia, together with the University of Foggia), and GZ Meditec. Massimiliano has published extensively in the field of economic analysis of law, antitrust, intellectual property and contract law. He is author of three books and authored an co-authored more than a hundred of book chapters and scientific articles.

Pietro (Piero) Vereni is currently ricercatore confermato a tempo indeterminato at Università di Roma Tor Vergata (where he teaches Antropologia culturale and Antropologia economica in Italian and Global Anthropology in Urban Settings in English) and contract professor at Trinity College - Rome Campus, where he teaches "Urban and Global Rome". In 2013, the National Committee of MIUR (Ministry of University and Research) qualified (Abilitazione) Pietro Vereni for the position of Associated Professor in cultural and social anthropology. The same year, he has been appointed member of the Technical Scientific Committee of the Italian Ministry of Education and Scientific Research (MIUR) on "Gender Violence, its Causes and Possible Prevention". Since 2011, he has been an active member of CSPA - Center for the Study and Documentation of Religions and Political Institutions in Post-Secular Societies at University of Rome Tor Vergata.

He earned a PhD in Cultural Anthropology in 1998 at La Sapienza University of Rome doing fieldwork among Greek Macedonians in Western Greek Macedonia (June 1995- February 1997). His other fieldwork abroad (1998-1999) was on the land boundary between Northern Ireland and the Republic of Ireland when he was employed as research assistant at the Queen's University of Belfast. He's now working on ethnography of globalization in Rome and economic anthropology issues related to foreign immigration in Rome.

A CV with detailed qualifications, teaching experiences at tertiary level, research/professional activities, a complete list of publications and two referees can be downloaded at:

<http://1drv.ms/11SaerY>

Professor Michele Costabile is professor of Management and Marketing at the LUISS "Guido Carli" University in Rome, where is also head of the Master of Science in Marketing. He has an extensive teaching and research experience in Italy and abroad, both on graduate and on executive education programs. He has been a visiting scholar at Northwestern University - Kellogg Graduate School of Management - and research assistant at Harvard University - Graduate School of Business Administration.

He is author and co-author of many books (e.g. he co-authored with Philip Kotler and Kevin Keller the Italian edition of the best seller "Marketing Management") and papers published in Italy and abroad on Journal of Marketing Research, Journal of Service Research, Journal of Interactive Marketing.

He has also served as Director or Chairman of the Board in several high-tech companies, and as CEO at Principia SGR, the leading venture capital company in Italy until he has been the Chairman of the Board (July 2014). He co-founded Techgarage Association, involved in organizing business plan contests in Italy (www.techgarage.eu) and promoting innovation and entrepreneurship.



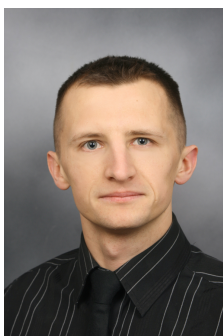
Prof. dr. Hans Schenk is Chair of Economics and Business at Utrecht University. He divides his non-teaching work between pure research (especially in institutional economics) and applied research directed at governments (esp. on industrial policy matters), business firms and health care organisations (esp. on M&A and restructuring matters and corporate

governance issues). He received his degrees from Nyenrode Business University, the University of Oregon (Eugene), the University of Leuven, and Université de Nice-Sophia Antipolis. He is a crown-appointed member of the Netherlands' most important government advisory body in the social-economic domain (the SER) and serves on various supervisory boards of both multinationals and domestic firms allowing him to test academic theories for practical relevance. Prof. Schenk is also Associate Fellow, Centre for International Business and Management, University of Cambridge. Before joining Utrecht University to help set up U.S.E., he was a professor at various Dutch and non-Dutch universities, most recently Erasmus and Tilburg universities, and the managing director of the family business firm (in the construction industry). His work has been widely cited in the Netherlands as well as abroad, while he is frequently consulted by management boards as well as works councils in industry and the health care sector.



Prof. dr. Wilco Oostwouder (1959), attorney at law, is Professor of Business Finance Law at Utrecht University, as well as a member of the Corporate practice group at leading Dutch law-firm Loyens & Loeff NV. He specializes in corporate law and corporate governance in particular. He has experience in corporate litigation. He is also a lecturer and examiner at the Grotius Academy where he focuses on the topic of issuance of depositary receipts for shares. He is also a frequent (guest) teacher in the field of corporate and financial law at, among other places, the Training and Study Centre for the Judiciary and at the Netherlands Authority for Financial Markets (AFM).

Wilco is a member of the editorial board of the magazine *Onderneming & Financiering*. He was a member of the supervisory committee that led an investigation into the regulations and supervision concerning the financial system on behalf of the De Wit Parliamentary Committee of Inquiry, the findings being published as Sub-Investigations 1 and 2. He has written a large number of publications and is frequently invited to speak at seminars and congresses.



Dr. Andrzej Ancygier specializes in the topic of European integration with the focus on the European energy and renewable energy policy. Currently he is working as Dahrendorf Visiting Fellow at the Hertie School of Governance, Berlin. He is also teaching “European Environmental Policy” at the Berlin subsidiary of New York University. In his Ph.D dissertation he analyzed the implementation of the European renewable energy directives in Poland. Part of his research was done when working for the Executive Agency for Competitiveness and Innovation of the European Commission. He currently works on German and Polish renewable energy policies and the impact of the European climate and energy policy on the economic development in the EU member countries.